This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended)   A method of anticipating a ~~the~~ trustworthiness of an Internet site having content, the method comprising:

dynamically analyzing the content for predetermined criteria related to trustworthiness of Internet sites;

determining ~~to assess~~ an amount of the criteria the content complies with:

~~thereby~~ creating an analytical result as an indicator of trustworthiness of the Internet site based on the amount of the criteria the content complies with; and

communicating to an Internet user the analytical result.

2.   (Currently Amended)   The method as claimed in claim 1 wherein the step of communicating the analytical result includes providing a numerical representation of the trustworthiness of the Internet site.

3.   (Currently Amended)   The method as claimed in claim 1 wherein the step of communicating the analytical result includes providing a scaled gauge representation of the trustworthiness of the Internet site.

4.   (Currently Amended)   The method as claimed in claim 1 ~~2~~ wherein the the step of creating an analytical result includes awarding ~~criteria respectively includes~~ numerical points for

wherein each criterion ~~awards a number of points to the Internet site if~~ the Internet site complies

with ~~the criterion~~.

5.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of

awarding numerical points includes awarding numerical points to each criterion ~~can award is~~

based upon an ~~the~~ influence that each criterion ~~the respective criteria~~ has on the anticipated

trustworthiness of the Internet site.

6.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of

dynamically analyzing ~~criteria~~ includes determining if an electronic mail address is present in the

content.

7.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of

dynamically analyzing ~~criteria~~ includes determining if a postal address is present in the content.

8.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of

dynamically analyzing ~~criteria~~ includes determining if a telephone number is present in the

content.

9.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of

dynamically analyzing ~~criteria~~ includes determining if a privacy statement is present in the

content.

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10.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of dynamically analyzing criteria includes determining if the Internet site supports secure Internet transactions.

11.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of dynamically analyzing criteria includes determining if the Internet site has a verified authentication certificate.

12.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of dynamically analyzing criteria includes determining a traffic popularity ranking of the Internet site.

13.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of dynamically analyzing criteria includes determining if the Internet site is validated by an independent third party validating service.

14.   (Currently Amended) The method as claimed in claim 1 wherein the step of communicating includes communicating the analytical result is communicated to the Internet user independently of the Internet site.

15.   (Currently Amended) The method as claimed in claim [[4]] 1 wherein the step of communicating includes displaying the analytical result is displayed within a tool bar incorporated into an Internet browser.

16.   (Currently Amended) The method as claimed in claim 1 further including the steps of: A method of displaying the anticipated trustworthiness of an Internet site having

displaying to the Internet user at least a portion of the content displayed in an Internet browser; to an Internet user comprising:

providing an Internet browser add-on capable of communicating to the Internet user the an analytical result; wherein the step of communicating the analytical result including providing the analytical result via the Internet browser add-on representing the anticipated trustworthiness of the Internet site displayed in the Internet browser; dynamically analyzing the content to assess the trustworthiness of the Internet site thereby defining the analytical result; and communicating to the Internet user the analytical result.

17.   (Currently Amended) The method as claimed in claim 16 wherein the step of creating an analytical result includes creating a numerical representation of the anticipated trustworthiness of the Internet site.

18.   (Canceled).

19.   (Currently Amended). The method as claimed in claim 16 ~~18~~ wherein the step of determining an amount of criteria ~~the content meets~~ includes <u>utilizing</u> a numerical point based system <u>with a number of points assigned to each criterion, and the method further includes the step of awarding</u> ~~wherein each criterion awards a certain~~ <u>the</u> number of points<u> from the numerical point based system for the criteria</u> ~~to the amount if~~ the Internet site complies with ~~the~~ ~~criterion~~.

20.   (Currently Amended) The method as claimed in claim 16 ~~18~~ wherein the <u>step of communicating the</u> analytical result includes <u>providing</u> a scaled gauge representation of the trustworthiness of the Internet site.

21.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step of dynamically analyzing</u> ~~the criteria~~ includes determining if an electronic mail address is present in the content.

22.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step of dynamically analyzing</u> ~~the criteria~~ includes determining if a postal address is present in the content.

23.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step of dynamically analyzing</u> ~~the criteria~~ includes determining if a telephone number is present in the content.

24.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step</u>

<u>of dynamically analyzing</u> ~~the criteria~~ includes determining if <u>a</u> privacy statement is present in the

content.

25.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step</u>

<u>of dynamically analyzing</u> ~~the criteria~~ includes determining if the Internet site supports secure

Internet transactions.

26.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step</u>

<u>of dynamically analyzing</u> ~~the criteria~~ includes determining if the Internet site has a verified

authentication certificate.

27.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step</u>

<u>of dynamically analyzing</u> ~~the criteria~~ includes determining a traffic ranking of the Internet site.

28.   (Currently Amended) The method as claimed in claim [[18]] <u>16</u> wherein <u>the step</u>

<u>of dynamically analyzing</u> ~~the criteria~~ includes determining if the Internet site is validated by an

independent third party validating service.

29.   (Currently Amended) A system for anticipating [[the]] <u>a</u> trustworthiness of an

Internet site having content displayed in an Internet browser comprising:

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an Internet browser add-on capable of communicating to an Internet user an anticipated

trustworthiness of the Internet site in a form of an analytical result;

a numerical point system having a predetermined set of criteria related to trustworthiness

of Internet sites and having number point values assigned to each of the criteria;

and a means for dynamically analyzing the content for compliance with the criteria;

a means for summing the number point values for each criterion the Internet site meets;

a means to determine the anticipated trustworthiness of the Internet site to create the

analytical result indicative of the anticipated trustworthiness of the Internet site.

30.   (Currently Amended) A method of anticipating a the trustworthiness of an

Internet site having content comprising:

providing a predetermined set of criteria related to the trustworthiness;

dynamically analyzing the content of the Internet site to assess an amount of the criteria

the content complies with;

thereby creating an analytical result based on the criteria with which the Internet site

complies; and

permitting display of the Internet site in an Internet browser based on the analytical

result.

31.   (Currently Amended) The method as claimed in claim 30 further comprising the

step of communicating to an Internet user the analytical result.

32.   (Currently Amended) The method as claimed in claim 31 wherein the step of communicating the analytical result includes providing a numerical representation of the trustworthiness of the Internet site.

33.   (Currently Amended) The method as claimed in claim 31 wherein the step of communicating the analytical result includes providing a scaled gauge representation of the trustworthiness of the Internet site.

34.   (Currently Amended) The method as claimed in claim 31 further including the steps of providing wherein the criteria includes a numerical point system for the criteria, and awarding wherein each criterion awards a predetermined certain number of points to the Internet site for each criterion if the Internet site complies with the criterion.

35.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if an electronic mail address is present in the content.

36.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if a postal address is present in the content.

37.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if a telephone number is present in the content.

38.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if a privacy statement is present in the content.

39.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if the Internet site supports secure Internet transactions.

40.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if the Internet site has a verified authentication certificate.

41.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining a traffic ranking of the Internet site.

42.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of dynamically analyzing criteria includes determining if the Internet site is validated by an independent third party validating service.

43.   (Currently Amended) The method as claimed in claim [[34]] 31 wherein the step of creating the analytical result includes a creating a numerical representation of the trustworthiness of the Internet site.

44.   (Currently Amended) The method as claimed in claim 31 further including the step of communicating the analytical result wherein the analytical result is communicated to the Internet user independently of the Internet site being displayed.

45.   (Currently Amended) The method as claimed in claim 44 wherein the step of communicating the analytical result includes is displayed displaying the analytical result within a tool bar incorporated into an Internet browser.

46.   (New) The method as claimed in claim 30 further including the step of storing the analytical result in a database.

47.   (New) The method as claimed in claim 30 further including the step of inputting a search request, wherein the step of selecting an Internet site is based on the search request.

48.   (New) The method as claimed in claim 47 further including a step of presenting search results including one or more Internet sites related to the search request, wherein the step of presenting search results includes a step of providing an analytical result for each Internet site.

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49.   (New) The method as claimed in claim 47 further including a step of presenting search results including one or more Internet sites related to the search request, wherein the step of presenting search results includes a step of excluding Internet sites that do not meet a predetermined analytical result.